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**FOR IMMEDIATE RELEASE:****Bustling Winter Season Expected in New Hampshire!**

*6.7 Million Visitors Expected to Spend \$860 Million This Winter*

**New Hampshire** – Nearly 7 million people from around the world will come to New Hampshire to enjoy the most wonderful time of the year, according to state tourism officials.

Lori Harnois, director of the Division of Travel and Tourism Development (DTTD), said the state is on track for a busy season. “We are expecting about 6.7 million people to come here between now and the end of February and that would be about 5 percent higher than last year,” Harnois said. “More than spending time, these visitors will spend about \$860 million, which is up by 9 percent over last year.”

The Institute for New Hampshire Studies compiled the numbers, Harnois said, which are based on factors that include spending patterns, gas prices, weather and the previous year’s activity.

“While most of our winter visitors will be from other New England states, we expect more travelers from New York State and Eastern Canada this year,” said Harnois. “Enjoying skiing, snowmobiling, shopping and our classic New England scenic beauty top the to-do list this season!”

Week-long family vacations should be well above the level for the Christmas and February vacation weeks of last winter. Overnight trips to the state’s ski areas will likely increase by at least five percent above last year’s level, while day trips to the ski areas should increase by an estimated three percent, partly in response to lower gasoline prices.

Links to Pinterest, Facebook, Twitter, Flickr and the New Hampshire State Parks Adventure Blog from the [www.visitnh.gov](http://www.visitnh.gov) site let visitors get social with New Hampshire tourism. DTTD is also on YouTube at [www.youtube.com/visitnewhampshire](http://www.youtube.com/visitnewhampshire).

**ABOUT THE DIVISION OF TRAVEL AND TOURISM DEVELOPMENT**

The Division of Travel and Tourism Development, as part of the New Hampshire Department of Resources and Economic Development, works with the state’s seven travel regions to increase visitation, travel and visitor expenditures in order to expand business activity and employment throughout the state. The division is responsible for domestic and international advertising and public relations, literature publication and distribution, [www.visitnh.gov](http://www.visitnh.gov) administration, grant administration and research to monitor and measure the impact of travel and tourism to the state.

For more information about New Hampshire tourism, call 603-271-2665 or visit [www.visitnh.gov](http://www.visitnh.gov).